

WEEK OF
July 6, 1959

fashion calendar

january

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february

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january — 1960

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february — 1960

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march — 1960

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december

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

NEW YORK 21, NEW YORK

TRAFALGAR 9-2343

1959

19th YEAR • A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 6, 1959</u>			
Monday July 6 11:30 A.M.	PRESS PREVIEW OF FALL MILLINERY Sally Victor will invite the press to preview her Fall hats. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Monday July 6 5:30 P.M. Cocktails	PRESS PREVIEW OF FALL MILLINERY Emme will preview her Fall millinery collection to the press and buyers. By invitation. Publicity: Eleanor Lambert, 785 5th Ave., MU. 8-2130.	EMME, INC. (10 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Beginning Monday July 6	OPENING OF FALL MILLINERY Continuous daily showings of Frarian's Fall hats, designed by Miss Lucille. Contact: Peggy Lambert, CI. 7-2697.	FRARIAN ORIGINALS, INC.	47 WEST 56TH STREET SHOWROOM - 6TH FLOOR
Monday July 6 9:00 P.M.	PREVIEW SHOWING OF FALL COLLECTION Tickets of admission have been issued. Contact:	TRAINA-NORELL CORP.	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR LO. 5-6166.
Tuesday July 7 9:30 A.M. Breakfast	PREVIEW OF FALL MILLINERY FASHIONS Mr. Arnold will preview his Fall millinery collection to the press and buyers. By invitation. Contact: Miss Jean, PL. 1-3284.	MR. ARNOLD, INC. (10 WEST 57TH ST.)	HOTEL PLAZA RENDEZ-VOUS ROOM
Tuesday July 7; July 8 4:00 P.M.	REPEAT SHOWINGS OF FALL COLLECTION Repeat showings July 7, 8 at 4:00 P.M.; other showings by appointment. Contact: Clare Potter, Timbertop Farms, Nyack. (Tel.: NANUET 3-2523, reverse charges). Publicity: Sara Pennoyer, LE. 2-8400.	CLARE POTTER	HOTEL ASTOR SUITE 672
Tuesday July 7 7:00 P.M. Dinner	ADVANCE PREVIEW OF FALL HATS The Trade Promotion Committee of Millinery Promotions Inc. will present a showing of Fall hats by the Millinery Creators of America. For buyers, by invitation. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 EAST 40TH ST.)	HOTEL ASTOR BALLROOM
Wednesday July 8 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL MILLINERY Press preview, at breakfast, of the Irene of New York and Rivera Fall millinery collections. By invitation. Contact: Miss Rose, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Wednesday July 8 11:00 A.M.	PREVIEW: READY-TO-WEAR, HATS & COIFFURES Preview of Walter Florell's Fall millinery, ready-to-wear and coiffures for the press. By invitation. Contact: PL. 7-8780. Publicity: Eleanor Lambert, MU. 8-2130.	WALTER FIORELL	30 WEST 57TH STREET SALON - 5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday July 8 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Galanos will present his Fall collection to the press. By invitation. Publicity: Maxwell-Gray, 527 Lexington Ave., PL. 3-5556.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL BALLROOM
Thursday July 9 10:00 A.M.	PRESS PREVIEW: FALL MILLINERY COLLECTION William J will present his Fall millinery collection for press and buyers. By invitation. Contact: CI. 5-8956. Publicity: Mathews-Latham, 505 Fifth Avenue, MU. 7-5447.	WILLIAM J	44 WEST 54TH STREET SALON
Saturday July 11 11:00 A.M.- 6:00 P.M.	TERRACE PARTY FOR VISITING PRESS "The 'Compleat' Look For Gentlemen"--in cravats, casual shirts, jewelry, hose and related men's fashion accessories. By invitation. Publicity: Mary Marsh, MU. 8-3050.	COUNTESS MARA	445 PARK AVENUE SHOWROOM - 17TH FLOOR
Saturday July 11 12:00 Noon- 3:00 P.M.	OPEN HOUSE FOR VISITING PRESS Exhibit of trend-setting colors and textures for Fall '59 illustrated by garments from ready-to-wear collections. By invitation. Contact: Mary Baine, FE. 6-3500.	FORSTMANN, INC.	1407 BROADWAY SHOWROOM - 15TH FLOOR
Saturday July 11 4:00 P.M.	COUTURE HATS AT VISITING PRESS SHOW The visiting press will also preview Miss Frederics' "Charmers" for Fall '59. By invitation. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday July 11 5:30 P.M. Cocktails	FALL COLLECTIONS FOR VISITING PRESS Walter Florell's preview of Fall millinery, ready-to-wear and coiffures for the out-of-town press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR

NEW YORK DRESS INSTITUTE'S THIRTY-THIRD NATIONAL PRESS WEEK (JULY 12 - 18, 1959) --

Fall collections of leading designers (36 members, 24 auxiliary, 1 variety group),
for visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.

Sun., July 12...	9:00 A.M.	Millinery Inst. of Amer.-Breakfast (Aux.)	PIERRE-COTILLION
	12:00 Noon	Lawford Fabrics, Lunch (Auxiliary)	PIERRE-BALLROOM
	3:00 P.M.	Pellon (Auxiliary)	F.I.T. (227 W. 27 ST.)
	5:00 P.M.	Coty (Auxiliary)	PIERRE-BALLROOM
	6:00 P.M.	Lilly Dache (Auxiliary)	PIERRE-COTILLION
	7:00 P.M.	Int'l Silk Ass'n, U.S.A.-Dinner (Aux.)	PIERRE-BALLROOM
Mon., July 13...	8:15 A.M.	"Watch For" Roundup-(Bkfst-7:30 A.M.)	PIERRE-BALLROOM
	8:45 A.M.	Jane Derby	PIERRE-BALLROOM
	9:30 A.M.	Donald Brooks for Townley	PIERRE-BALLROOM
	10:15 A.M.	Christian Dior, New York	PIERRE-BALLROOM
	11:00 A.M.	Ben Gershel (Robert Knox)	PIERRE-BALLROOM
	11:45 A.M.-	12:30 P.M. free writing period	
	12:30 P.M.	Alamac Knitting Mills, Lunch (Aux.)	PIERRE-COTILLION
	2:00 P.M.	Maurice Rentner (Bill Blass)	PIERRE-BALLROOM
	2:45 P.M.	Mollie Parnis	PIERRE-BALLROOM
	3:30 P.M.	Hannah Troy-Cocktails	PIERRE-BALLROOM

(continued on following page)

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

THIRTY-THIRD NATIONAL PRESS WEEK (Continued from page 2)

Mon., July 13... 4:15 P.M. - 5:00 P.M. free writing period
 5:30 P.M. Watchmakers Of Switzerland (Aux.) . . . PIERRE-ROOF
 8:00 P.M. Ship 'n Shore Theatre (Auxiliary) . . . BROADWAY THEATRE
Tues., July 14... 7:30 A.M. Capezio - "Sun-Up" Breakfast (Aux.) . . . 9 W. 61ST STREET
 8:45 A.M. Harry Frechtel PIERRE-BALLROOM
 9:30 A.M. Ben Reig PIERRE-BALLROOM
 10:15 A.M. Herbert Sondheim PIERRE-BALLROOM
 11:00 A.M. B. H. Wragge PIERRE-BALLROOM
 11:45 A.M. - 12:30 P.M. free writing period
 12:30 P.M. Ship 'n Shore - Lunch (Auxiliary) . . . PIERRE-BALLROOM
 2:00 P.M. Nettie Rosenstein (Eva Rosencrans) . . . PIERRE-BALLROOM
 2:45 P.M. Marquise (Philippe Tournaye) PIERRE-BALLROOM
 3:30 P.M. Ceil Chapman - Cocktails PIERRE-BALLROOM
 4:15 P.M. - 5:00 P.M. free writing period
 5:30 P.M. Fur Info. & Fashion Council (Aux.) . . . PIERRE-BALLROOM
 7:00 P.M. N. W. Ayer & Son, Inc.-Dinner (Aux.) . . . WALDORF-EMPIRE
Wed., July 15... 7:45 A.M. Napier Jewelry-Breakfast (Aux.) . . . PIERRE-COTILLION
 8:45 A.M. George Carmel PIERRE-BALLROOM
 9:30 A.M. Trigere PIERRE-BALLROOM
 10:15 A.M. Paul Farnes (Beni Claire) PIERRE-BALLROOM
 11:00 A.M. Originala PIERRE-BALLROOM
 11:45 A.M. - 12:30 P.M. free writing period
 12:30 P.M. Clairol - Lunch (Auxiliary) PIERRE-COTILLION
 2:00 P.M. Talmack (John Moore) PIERRE-BALLROOM
 2:45 P.M. Ben Zuckerman PIERRE-BALLROOM
 3:30 P.M. Oleg Cassini PIERRE-BALLROOM
 4:15 P.M. - 5:00 P.M. free writing period
 5:00 P.M. Samuel Robert- Cocktails (Auxiliary) . . . PIERRE-BALLROOM
 6:45 P.M. Wool Bureau-Dinner (Auxiliary) . . . GOVERNOR'S ISLAND
Thurs., July 16... 7:45 A.M. Nat'l Shoe Inst.-Bkfst. (Auxiliary) . . . PIERRE-BALLROOM
 8:45 A.M. Pattullo-Jo Copeland PIERRE-BALLROOM
 9:30 A.M. Davidow PIERRE-BALLROOM
 10:15 A.M. Adele Simpson PIERRE-BALLROOM
 11:00 A.M. Harvey Berin (Karen Stark) PIERRE-BALLROOM
 11:45 A.M. - 12:30 P.M. free writing period
 12:30 P.M. Amer. Inst. Of Men's & Boys' Wear (Aux.) PIERRE-COTILLION
 2:00 P.M. Samuel Winston (Roxane) PIERRE-BALLROOM
 2:45 P.M. Larry Aldrich PIERRE-BALLROOM
 3:30 P.M. Anne Fogarty of Saks Fifth Avenue . . . PIERRE-BALLROOM
 4:15 P.M. - 5:00 P.M. free writing period
 5:00 P.M. E.I. DuPont de Nemours-cocktails (Aux.) PIERRE-COTILLION
 7:00 P.M. Schiffli Lace & Embroidery Inst. -
 Dinner (Auxiliary) LATIN QUARTER
Fri., July 17... 7:45 A.M. R & K Originals, Breakfast (Aux.) . . . PIERRE-COTILLION
 8:45 A.M. Vera Stewart Orig.-Zoltan Rosenberg . . . PIERRE-BALLROOM
 9:30 A.M. Monte-Sano & Pruzan PIERRE-BALLROOM
 10:15 A.M. Edward Abbott (Wilson Folmar) PIERRE-BALLROOM
 11:00 A.M. Branell PIERRE-BALLROOM
 11:45 A.M. - 12:30 P.M. free writing period
 12:30 P.M. Variety Group: Leonard Arkin, Paula
 Dean-Gurstelle, Holt Hosiery, Helen
 Lee, Mam'selle, Suzy Perette, Thom
 McAn shoes - Lunch PIERRE-BALLROOM

(continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>THIRTY-THIRD NATIONAL PRESS WEEK (Continued from page 3)</u>			
<u>Fri., July 17...</u>	3:00 P.M. Estevez		PIERRE-BALLROOM
	3:45 P.M. Rudolf		PIERRE-BALLROOM
	4:30 P.M. Junior Sophisticates (Anne Klein) . .		PIERRE-BALLROOM
	5:15 P.M. Lebow Men's Wear-Cocktails (Aux.) . .		PIERRE-COTILLION
	6:15 P.M. Scaasi		26 WEST 56TH ST.
<u>Sat., July 18...</u>	9:30 A.M. Ritter Furs- Breakfast (Auxiliary) . .		PLAZA-TERRACE RM.
	11:00 A.M. Textile Fashion Industries		STATEN ISLAND

Sunday	FALL MILLINERY SHOW	MILLINERY INSTITUTE	HOTEL PIERRE
July 12	FOR VISITING PRESS	OF AMERICA, INC.	COTILLION ROOM
9:00 A.M.	The Millinery Institute of America (Auxiliary Member, N.Y.D.I.--See Pg.2)		
Breakfast	will invite the out-of-town editors to a breakfast showing of the Millinery Creators' Fall hat collections. By invitation. Contact: Bill Riemer, MU. 6-2970.		
Sunday	FALL MILLINERY AT	EMME, INC.	SHERRY NETHERLAND
July 12	VISITING PRESS SHOW	(19 WEST 57TH ST.)	CRYSTAL PAVILION
11:00 A.M.	Emme will present her Fall millinery to the visiting press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Breakfast			
Sunday	"AMERICANA LOOK IN	LAWFORD FABRICS, INC.	HOTEL PIERRE
July 12	LAWFORD WOOLENS"	(450 SEVENTH AVENUE)	BALLROOM
12:00 Noon	Fall fashions by leading designers in Lawford woolems. (Auxiliary Member, N.Y.D.I.--See Pg. 2). Showing followed by luncheon for visiting and local press. By invitation. Publicity: Gladys Steiner, PL. 1-6630.		
Luncheon			
Sunday	MILLINERY SHOWING	SALLY VICTOR, INC.	18 EAST 53RD STREET
July 12	FOR VISITING PRESS		SALEN - 9TH FLOOR
2:00 P.M.	Sally Victor will preview her Fall millinery to the visiting press.		
Cocktails	By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Sunday	PRESS PREVIEW: FASHIONS	PELLON CORP.	FASHION INST. OF TECH.
July 12	FOR MOSCOW FAIR	(350 FIFTH AVENUE)	227 WEST 27TH STREET
3:00 P.M.	Pellon (Auxiliary Member, N.Y.D.I.--See Pg. 2) will invite the visiting press to preview fashions that will be shown as part of American National Exhibition in Moscow. By invitation. Buses will be available at the Hotel Pierre, 2:30 P.M. Publicity: Eleanor Lambert, MU. 8-2130.		
Sunday	PREVIEW FOR VISITING	COTY, INC.	HOTEL PIERRE
July 12	PRESS	(612 FIFTH AVENUE)	BALLROOM
5:00 P.M.-	Coty (Auxiliary Member, N.Y.D.I.--See Pg. 2) will invite the visiting and		
6:00 P.M.	local press to a preview. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.		
Sunday	PREVIEW FOR	LILLY DACHE:	HOTEL PIERRE
July 12	VISITING PRESS	GENERAL BEAUTY PROD.	COTILLION ROOM
6:00 P.M.-	Lilly Dache (Auxiliary Member, N.Y.D.I.--See Pg. 2) will have a showing		
6:30 P.M.	for out-of-town and local editors. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.		
Sunday	FALL SILK FASHION SHOW	INTERNATIONAL SILK	HOTEL PIERRE
July 12	FOR VISITING PRESS	ASS'N, U.S.A.	BALLROOM
7:00 P.M.	The International Silk Association, U.S.A. (Auxiliary Member, N.Y.D.I.--		
Dinner	See Pg. 2) will invite the out-of-town and local editors to a dinner and showing. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
July 13	8:15 A.M. - "WATCH FOR" ROUNDUP (N.Y.D.I.--See Pg. 2)		PIERRE BALLROOM
July 13	8:45 A.M. - JANE DERBY (N.Y.D.I.--See Pg. 2)		PIERRE BALLROOM
July 13	9:30 A.M. - DONALD BROOKS FOR TOWNLEY (N.Y.D.I.--See Pg. 2)		
July 13	10:15 A.M.- CHRISTIAN DIOR, NEW YORK (N.Y.D.I.--See Pg. 2)		
July 13	11:00 A.M.- BEN GERSHEL-Robert Knox (N.Y.D.I.--See Pg. 2)		
Monday	"ALAMAC AMERICANA"--	ALAMAC KNITTING MILLS	HOTEL PIERRE
July 13	FALL KNITTED FASHIONS	(1412 BROADWAY)	COTILLION ROOM
12:30 P.M. Luncheon	Alamac Knitting Mills (Auxiliary Member, N.Y.D.I.--See Pg.2) will invite the visiting and local press to preview women's, men's, boys' and girls' Fall fashions. By invitation. Contact: Harriet Miller, OX. 5-1445.		
July 13	2:00 P.M. - MAURICE RENTNER-Bill Blass (N.Y.D.I.--See Pg. 2)		
July 13	2:45 P.M. - MOLLIE PARNIS (N.Y.D.I.--See Pg. 2)		PIERRE BALLROOM
July 13	3:30 P.M. - HANNAH TROY (N.Y.D.I.--See Pg. 2)		PIERRE BALLROOM
Monday	SHOE FASHION SHOW	LEATHER INDUSTRIES OF	OVERSEAS PRESS CLUB
July 13	FOR VISITING PRESS	AMERICA (411 FIFTH AVE.)	35 EAST 39TH STREET
4:00 P.M.-	"Mission To Moscow"--LIA will invite the visiting press to a shoe fashion show (5:00 P.M.) highlighting 500 pairs of shoes that will be shown as part of the American National Exhibition in Moscow. Throughout week, 10:00 A.M. - 6:00 P.M. at headquarters, the visiting press will be invited to preview "Inside LIA", showing of Fall shoes, leather garments, handbags, gloves, belts and luggage; also static display of leather goods to be shown at Moscow Fair. By invitation. Publicity: Billie Gould, MU. 6-7956.		
6:00 P.M.			
Monday	PRESS PREVIEW: FALL	TRIFARI, KRUSSMAN	16 EAST 40TH STREET
July 13	JEWELRY COLLECTION	AND FISHEL, INC.	SHOWROOM - 4TH FLOOR
5:00 P.M.-	Trifari will show their Fall jewelry collection to out-of-town and local press, at cocktails and dinner. By invitation. Publicity: Dorothy		
8:00 P.M. Dinner	Lensing, 165 East 66th Street, RE. 7-3347.		
Monday	FASHIONS IN WOMEN'S	THE WATCHMAKERS	HOTEL PIERRE
July 13	AND MEN'S WATCHES	OF SWITZERLAND	ROOF GARDEN
5:30 P.M.-	Informal showing of newest watches, presented by The Watchmakers of Switzerland (Auxiliary Member, N.Y.D.I.--See Pg. 3). By invitation.		
7:00 P.M. Cocktails	Contact: Shirley Tucker at Win Nathanson & Assoc., MU. 2-6560.		
Monday	THEATRE PARTY	SHIP 'N SHORE	BROADWAY THEATRE
July 13	FOR VISITING PRESS		BROADWAY & 53RD STREET
8:00 P.M. (Curtain- 8:30 P.M.)	Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the press to a performance of "Gypsy", starring Ethel Merman. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.		
Monday	LATE "NIGHT CAP"	PLAYTEX	SARDI'S WEST SIDE
July 13	PARTY	(350 FIFTH AVENUE)	234 WEST 44TH STREET
10:30 P.M.	Playtex (International Latex Corp.) will invite the visiting press and TV women's commentators to a "Night Cap" party. By invitation. Publicity: Marjorie May, IO. 3-5000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 13	LISA FONSSAGRIVES FALL COLLECTION Continuous daily showings of Lisa Fonssagrives Fall French room collection, produced by Masket Bros. Contact: Aaron Wolf, BR. 9-7160.	MASKET BROS.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday July 13- July 17	OPEN HOUSE FOR VISITING PRESS Henry Friedrichs will present their Fall coat collection daily for the visiting press. Continuous showings. Contact: Alan R. Baron, PE.6-8868.	BRITTANY (HENRY FRIEDRICKS)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Monday July 13 - July 17	OPEN HOUSE FOR VISITING PRESS Wm. Devitz will present their Fall coat and suit originals, including theatre collection, for the visiting press. Continuous showings. Publicity: Julia Berren, WI. 7-4717.	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Tuesday July 14 7:30 A.M.- 8:30 A.M. Breakfast	SHOE FASHIONS FOR VISITING PRESS Capezio (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present Fall and Winter shoes, "Stemwear" and "Teotites" to visiting and local press. By invitation. Transportation will be available at 8:30 A.M. for the editors' next showing. Publicity: Marya Morton, JU. 6-2150.	CAPEZIO, INC.	9 WEST 61ST STREET SHOWROOM - 1ST FLOOR
July 14	<u>8:45 A.M.</u> - HARRY FRECHTEL (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 14	<u>9:30 A.M.</u> - BEN REIG (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 14	<u>10:15 A.M.</u> - HERBERT SONDHEIM (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 14	<u>11:00 A.M.</u> - B. H. WRAGGE (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
Tuesday July 14 12:30 P.M. Luncheon	FALL BLOUSE SHOW FOR VISITING PRESS Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite out-of-town and local editors to their Fall blouse luncheon and show. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	SHIP 'N SHORE	HOTEL PIERRE BALLROOM
July 14	<u>2:00 P.M.</u> - NETTIE ROSENSTEIN-Eva Rosencrans (N.Y.D.I.--See Pg. 3)		
July 14	<u>2:45 P.M.</u> - MARQUISE-Philippe Tournaye (N.Y.D.I.--See Pg. 3)		
July 14	<u>3:30 P.M.</u> - CEIL CHAPMAN (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
Tuesday July 14 5:30 P.M.	YOUNG DESIGNERS FUR COLLECTION Fur Information and Fashion Council (Auxiliary Member, N.Y.D.I.--See Pg.3) will preview fur fashions by young designers for visiting and local press. By invitation. Publicity: Nona Green at Ruder & Finn, Inc., PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	HOTEL PIERRE BALLROOM
Tuesday July 14 7:00 P.M. Cocktails- Dinner	DIAMOND DINNER FOR VISITING PRESS N. W. Ayer (Auxiliary Member, N.Y.D.I.--see Pg. 3) will show diamonds by Cartier, Tiffany, Van Cleef & Arpels, Harry Winston, with gowns by Sarri. Dinner, 8 P.M.- Sert Rm. By invitation. Publ.: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (30 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE-SERT ROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 15 7:30 A.M.- 11:30 A.M. Breakfast	SHOE REVUE OF AUTUMN NEWS "Autumn '59 Fashions: The Full-length View"--exhibition of the important trend changes in footwear. For visiting and local press, by invitation. (Buffet breakfast will be served.)	ANDREW GELLER	SHERRY NETHERLAND CRYSTAL PAVILION
Wednesday July 15 7:45 A.M. Breakfast	PREVIEW: FALL JEWELRY FOR VISITING PRESS Napier (Auxiliary Member, N.Y.D.I.--See Pg. 3) will preview their Fall jewelry and boutique gifts for visiting and local press. By invitation. Beginning Mon., July 13-17, continuous daily showings at showroom. Publicity: Kathleen Mordin, YU. 6-6633.	THE NAPIER COMPANY (530 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
July 15	8:45 A.M. -	GEORGE CARMEL (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 15	9:30 A.M. -	TRIGERE (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
Wednesday July 15 9:30 A.M. Breakfast	PRESS PREVIEW: MID- SUMMER FURNITURE Press breakfast followed by preview of Mid-Summer furniture. By invita- tion. Publicity: Renée Kuhn. OX. 5-4000, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
July 15	10:15 A.M.-	PAUL PARNES-Beni Claire (N.Y.D.I.--See Pg. 3)	
July 15	11:00 A.M.-	ORIGINALA (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
Wednesday July 15 12:30 P.M. Luncheon	HAIR STYLES AND COLORING FOR FALL The Clairol Institute (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present a showing by New York's top hairstylists in a parade of hairstyle and haircoloring fashions for Fall. By invitation. Publicity: Terry Grimes, OR. 5-0700.	CLAIROL INCORPORATED (510 SIXTH AVENUE)	HOTEL PIERRE COTILLION ROOM
July 15	2:00 P.M. -	TALMACK-John Moore (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 15	2:45 P.M. -	BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 15	3:30 P.M. -	OLEG CASSINI (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
Wednesday July 15 5:00 P.M.	FALL LEATHER PREVIEW FOR VISITING PRESS "Forest Hued Kidskin Collection"--Samuel Robert (Auxiliary Member, N.Y.D.I. --See Pg.3) will present his Fall leather fashions to cut-of-town editors. By invitation. Contact: Herbert Maltby, LA. 4-4562.	SAMUEL ROBERT, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Wednesday July 15 6:30 P.M.- 11:00 P.M.	PREVIEW: PARADE DRESS FASHIONS AT ARMY BASE "Wool Power--U.S.A."--The Wool Bureau (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the out-of-town and local press for cocktails and dinner on Governor's Island, Headquarters 1st U.S. Army. Transportation will be provided. By invitation. Contact: Jody Donohue, YU. 6-6222.	THE WOOL BUREAU, INC. (360 LEXINGTON AVE.)	GOVERNOR'S ISLAND MANHATTAN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 16 7:45 A.M. Breakfast	PREVIEW OF FALL SHOE FASHIONS National Shoe Institute (Auxiliary Member, N.Y.D.I.--See Pg. 3) presents "Excitement in Fall Footwear" to visiting and local press. Showing promptly at 8:00 A.M. By invitation. Publicity: Alice Regensburg at Lynn Farnol, JU. 6-5777.	NAT'L SHOE INSTITUTE (50 ROCKEFELLER PLAZA)	HOTEL PIERRE BALLROOM
July 16	8:45 A.M. -	PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 16	9:30 A.M. -	DAVIDOW (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 16	10:15 A.M.-	ADELE SIMPSON (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
Thursday July 16 10:30 A.M.	PREVIEW: AUTUMN AND WINTER HATS "Napoleonic Collection"--preview of couture hats, furs and accessories to the press at official opening of new salon. By invitation. Publicity: Toni Woodward, PL. 7-1966.	MR. JOHN	24 WEST 57TH STREET SALON - 7TH FLOOR
July 16	11:00 A.M.-	HARVEY BERIN-Karen Stark (N.Y.D.I.--See Pg. 3)	
Thursday July 16 12:30 P.M. Luncheon	PRESS PREVIEW: MEN'S & BOYS' FALL FASHIONS Preview for visiting and local press by American Institute of Men's And Boys' Wear (Auxiliary Member, N.Y.D.I.--See Pg. 3). By invitation. Publicity: Rion Bercovici, Dir. of Public Relations, N. Y., MU. 3-8913.	AMERICAN INSTITUTE OF MEN'S & BOYS' WEAR	HOTEL PIERRE COTILLION ROOM
July 16	2:00 P.M. -	SAMUEL WINSTON-Roxane (N.Y.D.I.--See Pg. 3)	
July 16	2:45 P.M. -	LARRY ALDRICH (N.Y.D.I.--See Pg. 3)	PIERRE BALLROOM
July 16	3:30 P.M. -	ANNE FOGARTY OF SAKS FIFTH AVE. (N.Y.D.I.--See Pg. 3)	
Thursday July 16 4:00 P.M.- 7:30 P.M. Cocktails	PRESS PREVIEW: FALL JEWELRY COLLECTION Coro and Vendome will preview their Fall Jewelry including special designs for tots and teens, also debut of jewelry for the diminutive woman. For local and out-of-town press, by invitation. Publicity: Ann R. Silver Assoc., 551 Fifth Avenue, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Thursday July 16 5:00 P.M.- 7:00 P.M.	COCKTAIL PARTY FOR PRESS Du Pont (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the visiting and local press to a cocktail party, featuring Carol Burnett, Hal Lowman and his Playmates; also menswear fashion news. By invitation. Contact: Mr. Wright Johnson, LO. 3-6400.	DU PONT COMPANY (350 FIFTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday July 16 7:00 P.M. Dinner	DINNER AT NIGHT CLUB FOR VISITING PRESS Schiffli (Auxiliary Member, N.Y.D.I.--See Pg. 3) will invite the press to dinner and night club show, featuring The Andrews Sisters and Jack Durand. By invitation. Contact: Schiffli, 591 Summit Ave., Jersey City, SWarthmore 5-2347.	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	THE LATIN QUARTER 200 WEST 48TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday July 17 7:45 A.M. Breakfast	FALL & HOLIDAY FASHIONS FOR VISITING PRESS R & K Originals (Auxiliary Member, N.Y.D.I.--See Pg. 3) will present Fall and Holiday fashions to visiting and local press. By invitation. Contact: Lorein Eyerly, PE. 6-0900.	R & K ORIGINALS, INC. (1400 BROADWAY)	HOTEL PIERRE COTILLION ROOM
July 17	8:45 A.M. - VERA STEWART ORIG.-ZOLTAN ROSENBERG (N.Y.D.I.--See Pg. 3)		
July 17	9:30 A.M. - MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 17	10:15 A.M.- EDWARD ABBOTT-Wilson Folmar (N.Y.D.I.--See Pg. 3)		
July 17	11:00 A.M.- BRANELL (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 17	12:30 P.M.- VARIETY GROUP (N.Y.D.I.--See Pg. 3)		PIERRE BALLROOM
July 17	3:00 P.M. - ESTEVEZ (N.Y.D.I.--See Pg. 4)		PIERRE BALLROOM
July 17	3:45 P.M. - RUDOLF (N.Y.D.I.--See Pg. 4)		PIERRE BALLROOM
July 17	4:30 P.M. - JUNIOR SOPHISTICATES-Anne Klein (N.Y.D.I.--See Pg. 4)		
Friday July 17 5:15 P.M. Cocktails	MEN'S FASHION SHOW FOR VISITING PRESS Fashions for men by Lebow (Auxiliary Member, N.Y.D.I.--See Pg. 4). By invitation. Publicity: Alfred Katz, 200 West 57th Street, PL. 7-4775.	LEBOW BROTHERS (200 FIFTH AVENUE)	HOTEL PIERRE BALLROOM
July 17	6:15 P.M. - SCAASI (N.Y.D.I.--See Pg. 4)		26 WEST 56TH STREET
Saturday July 18 9:30 A.M. Champagne Breakfast	FUR PREVIEW FOR OUT-OF-TOWN PRESS Showing of Ritter Brothers (Auxiliary Member, N.Y.D.I.--See Pg. 4) fur fashions to the visiting press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	RITTER BROTHERS (224 West 30TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday July 18 11:00 A.M.	STATEN ISLAND TRIP FOR VISITING PRESS Textile Fashion Industries (Auxiliary Member, N.Y.D.I.--See Pg. 4) will invite the visiting press to spend a day on Staten Island to visit a Tibetan Temple. Dinner and fashion show at Richmond County Country Club. (Return trip about 9:30 P.M.) By invitation. Contact: Billy Gilbert, 12 East 41st Street, Rm. 1102, MU. 6-0393.	TEXTILE FASHION INDUSTRIES	STATEN ISLAND, NEW YORK
Thursday July 23 10:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Showing of Arnold Constable's Fall-Winter fur fashions for the press. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
Sunday July 26- July 30	NAT'L LUGGAGE, LEATHER AND ACCESSORIES SHOW New colors, designs and new items in luggage, trunks, brief cases, personal leather travel accessories, umbrellas, novelties and gifts. Contact: Betty Fryman, LE. 2-3960.	LUGGAGE & LEATHER GOODS MFRS. OF AMERICA, INC.	N.Y. TRADE SHOW BLDG. 500 EIGHTH AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday July 25 - Sept. 4	AMERICAN NATIONAL EXHIBITION IN MOSCOW America's entire fashion industry will be represented at Moscow Exhibition, with a live fashion presentation; exhibits of fibers and fabrics; needle trade union story; leathers; undergarments; methods of distribution. Eight American models will show couturier clothes by this country's leading designers. (The Soviet's corresponding exhibition in the N. Y. Coliseum is now open. Executive Director: Leonard J. Hankin. Producer: Burt U. Shevelove. Coordinator of Women's Fashions: Eleanor Lambert. Commentator: Vera Bacal. Public Relations: Fashion Bureau, 128 East 37th Street, OR. 9-6996.	FASHION INDUSTRIES (227 WEST 27TH STREET)	SOKOLNIKI PARK MOSCOW, RUSSIA

Wednesday August 19 4:00 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Bergdorf Goodman will preview Fall fashions by Virginie of Paris, exclusive at "Miss Bergdorf" Shop. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR MISS BERGDORF SHOP
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FALL COUTURE OPENINGS IN ROME, FLORENCE, LONDON, PARIS

Thursday July 16- July 19	CENTRO ROMANO PER L'ALTA MODA ITALIANA <u>July 16:</u> Accessories Exhibit; Zingone (children's house); Barbara; Fausto Sarli; Patrick de Barentzen. <u>July 17:</u> Clara Centinaro; Antonio De Luca; Luciani; Gattinoni; Irene Galitzine. <u>July 18:</u> La Tessitrice dell 'Isola; Eleanora Garnett; Fontana; Mingolini-Gugenheim; Gregoriana. <u>July 19:</u> Rapuano; Valentino; Faraoni; Tita Rossi. Contact: Centro Romano etc., Via de' Burro 147, Rome, Italy	ROME, ITALY
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Monday July 20- July 23	CENTRO DI FIRENZE PER LA MODA ITALIANA <u>July 20:</u> Sportswear and Boutique: Adria; Aida; Avagolf; Baldini; Camisene; Glans; Falconetto; Mammini; Myricae; Scarabocchio; Valditovere; Vito; Avolio; Simonetta Boutique; Bertoli; Marucelli Boutique; Mirsa; Veneziani Sport. High Fashion: Marucelli; Antonelli. <u>July 21:</u> Millinery Show; Carosa; Schuberth; Guidi; Veneziani. <u>July 22:</u> Simonetta; Fabiani; Capucci. <u>July 23:</u> Sportswear and High Fashion: Emilio Pucci; Baratta; Enzo. Contact: G. B. Giorgini, 101 Lungarno Acciaiuolo, Florence, Italy.	FLORENCE, ITALY
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Tuesday July 21- July 23	INCORPORATED SOCIETY OF LONDON DESIGNERS <u>July 21:</u> Charles Creed; Worth; Victor Stiebel; Hardy Amies. <u>July 22:</u> Norman Hartnell; Sherard; John Cavanagh; Lachasse. <u>July 23:</u> Ronald Paterson; Michael; Mattli. Contact: Ann Ryan, 46 Old Bond Street, London W.1.	LONDON, ENGLAND
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Beginning Monday July 27	OPENING OF PARIS COUTURE COLLECTIONS <u>July 27:</u> De Rauch; Desses; Goma; Gres; Manguin; Riviere. <u>July 28:</u> Balmain; Cardin; Carven; Patou. <u>July 29:</u> Griffe; Heim; Hermes; Lanvin-Castillo; Ricci; Revillon; Maggy Rouff. <u>July 30:</u> Chanel; Dior; Laroche; Matta. (Givenchy, 9:00 P.M., buyers) <u>July 31:</u> Sauve. (Balenciaga, 12:00 Noon, buyers) Contact: Chambre Syndicale, 102 Rue du Faubourg St.-Honore, Paris	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE PARIS, FRANCE
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